



WKMG

ORDER

Print Date 08/29/12

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Flight Dates 09/04/12-09/07/12

Contract / Revision 258015 /

Original Date / Revision

08/29/12 08/29/12

Advertiser POL/Will McBride/FI Sen

Agency David Milner Group, Inc.

Buying Contact

701 Rosedale Road
Princeton, NJ 08540

Product

MCBRIDE FOR SENATE

Agency Com 15%

Billing Contact

546 Gardenia Lane
Vero Beach, FL 32963

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order # 06301083

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive Order% Start Date End Date

Kristen Waskie 100%

Order Share 100% Market Value 9300

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	12	\$7,905.00	\$9,300.00	0.00	08/27/12	09/07/12	12	\$7,905.00	\$9,300.00
Totals	12	\$7,905.00	\$9,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/04/12	09/06/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWT---	:30	6	\$900.00	P-3	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWT---		6			\$900.00		0.00				
E 2	WKMG	09/07/12	09/07/12	Fri Amer Tks Parade No Show	CM	11a-12p	----2--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	----2--		2			\$550.00		0.00				
E 3	WKMG	09/04/12	09/06/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-TWT---	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-TWT---		3			\$800.00		0.00				
E 4	WKMG	09/07/12	09/07/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	----1--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 4	WKMG	09/07/12	09/07/12	Local 6 News 12-1230p	CM	12-1230p	----1--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00	
				Local 6 News 12-1230p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----1--	1			\$400.00		0.00						
														Totals	12	\$9,300.00